



ORDER

Flight Dates **09/14/12-09/20/12**

Contract / Revision **308279 /**

Original Date / Revision
08/17/12 08/17/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product
NRCC IE 2012

Agency Com 15%

Billing Contact
**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3011**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	21	\$17,170.00	\$20,200.00	0.00
Totals	21	\$17,170.00	\$20,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/20/12	21	\$17,170.00	\$20,200.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	09/14/12	09/20/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$900.00	P-2	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/14/12	09/20/12	11111--		5		\$900.00		0.00				
E 2	KNXV	09/14/12	09/20/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/14/12	09/20/12	11111--		5		\$1,200.00		0.00				
E 4	KNXV	09/14/12	09/20/12		CM	10pm-1035pm	11111--	:30	5	\$1,200.00	P-2	0.00 NM	5	\$6,000.00



KNXV

Print Date: 08/17/12

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Contract / Revision **308279** Flight Dates **09/14/12-09/20/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:20:00

Advertiser **NRCC IE** Product **NRCC IE 2012**

Estimate # **3011**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 10-1035pm 10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/14/12	09/20/12	11111--	5		\$1,200.00		0.00							
E 5	KNXV	09/16/12	09/16/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/14/12	09/20/12	-----1	1		\$1,200.00		0.00							
E 6	KNXV	09/14/12	09/20/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/14/12	09/20/12	11111--	5		\$500.00		0.00							
														Totals	21	\$20,200.00
*Tax 1 Note: Tax 0.5%.																

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